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THE MEDIATING ROLE OF BRAND IMAGE ON THE INFLUENCE OF DIGITAL MARKETING AND WORD OF MOUTH ON PROPERTY PURCHASE INTENTION IN BALI

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Abstract:

Indonesia's growing property industry is a promising opportunity for property business people, especially in Bali. However, a new problem arises in offering property products today: marketers' ability to spearhead their product offerings. This study aims to analyze the effect of digital marketing and word of mouth on purchase intention with the brand image as a mediator. The object of this research is the property industry in Bali Province. The sample in this study consisted of 100 respondents, at least 25 years old, who used online media to find property information and had plans to buy property in Bali. The data collection method is a survey method with a questionnaire. The analysis technique used is the inferential analysis technique with Partial Least Square (PLS). The results found that digital marketing and word of mouth significantly positively affect purchase intention. In addition, brand image is proven to mediate the influence of digital marketing and word of mouth on purchase intention. It proves the theory of planned behavior that consumer intentions are based on trust in information obtained through online media or directly from someone considered credible. Property agent marketers in Bali are also expected to be able to increase word of mouth by building good communication with buyers so that they are willing to voluntarily convey their positive experiences to other prospective buyers so that the positive brand image created is more robust, which it easier for marketers to attract consumers.

Keywords: Digital Marketing, Word of Mouth, Purchase Intention, Brand Image, Property

INTRODUCTION

The property industry is an essential sector in the world economy, and it has become the target of digital transformation, especially in terms of sustainable growth. The contribution of property in Indonesia is one of the leading sectors in driving the economy and is the best property investment destination in the world (ekon.go.id, 2023). The property business refers to the purchases, sales, or leases of real estate products such as houses, apartments, buildings, land, and many others. Property entrepreneurs do not need to own assets but rather sell other people's property or buy a property with favorable prospects, then resell at a higher price. Property development in Bali is a growing trend, and many investors are seeing the potential of the property market in Bali.

From the end of 2022 to July 2023, Bali was listed as the most popular region for residential property prospecting (Kompas.id., 2023). The Indonesian Real Estate Brokers Association (AREBI) and Real Estate Indonesia (REI) stated that villa sales have increased from mid-2022 to early 2023 as a reflection of the high demand for commercial property in the Bali area. The improving tourism sector is one of the factors driving the increasing demand for villas in Bali. Most villa demand still comes from the domestic market or Indonesians who want to own property in Bali (Bisnis Bali.com,



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2023). Based on a Bank Indonesia survey, the number of realizations in the first quarter of 2021 was 158 units, which increased until the end of the third quarter of 2022 to 3,346 and decreased in the first quarter of 2023 to 2,339 units. Observations of some of the best property agents in Bali found indications of a decline in buying interest in 2022-2023 by over 50% until the end of 2023. One of them, Sunrise Real Estate property agent, experienced the same situation: a significant decline in sales, slumping by 63% in 2023. It indicates a decline in property sales that is not appropriate amid the increasing trend of property sales growth in Bali over the past few years, while it was found that several property agents experienced a decline in sales, indicating a decline in buying interest, specifically in these property agents.

Intention is the percentage of consumers' likelihood to make actual purchases. It relates to consumer plans to purchase a particular product and the number of product units needed in a certain period (Putri et al., 2021). The goal of property marketers is, of course, a purchase, or in the property business, the buying process is also known as closing. Closing is one of the terms in the property world, which refers to the stage of potential buyers' interest until they decide to buy and end the final process of a product transaction offered. Property marketers must formulate effective and successful marketing strategies to change consumer behavior, especially in attracting consumer interest (Omrane & Bag, 2022).

Creating genuine buying interest requires the right marketing strategy. One is the Internet, which has changed the marketing world with increased connectivity and access to information, requiring marketers to evolve and take advantage of many marketing platforms and models. The Internet has become so widespread in business that companies cannot avoid its impact (Dash et al., 2021). Digital marketing will increase consumer buying interest. Many studies have found that digital marketing will significantly increase consumer buying interest (Bala & Verma, 2018; Pangkey et al., 2019; Sasmita & Kurniawan, 2020; Raga et al., 2021; and Suarantalla, 2023). Through digital marketing, it can expand its reach and create new opportunities for services and products without the time, location, and cost limitations so that companies can benefit from digital marketing.

Another marketing strategy goal is to create and maintain a brand image in the minds of consumers, including stimulating consumer purchasing behavior so that sales can increase, control market share, and develop brand equity. Digital marketing that is carried out optimally will increase the positive perception of potential consumers and form a strong brand image. Consistent and continuous utilization of digital marketing will make it easier for consumers to remember a product or company. Several studies have proved that purchase intention is influenced by digital marketing methods (Bilgin, 2018; Cheung et al., 2019; Sanny et al., 2020; Watulingas & Permana, 2020; Melovic et al., 2020).

On the other hand, there are differences in atmosphere and purchase intention between real and virtual environments because the emotions of pleasure and arousal generated show significant differences, so consumers still need direct information about the product or service they want (Azmi et al., 2021). Word of mouth is a marketing activity in providing information on a product or service from one consumer to another to talk about, promote and want to sell a brand to others. Information received through word of mouth is very effective in marketing because it directly affects potential consumers. Word of mouth will arise naturally when consumers who have bought a product have a sense of pleasure, which creates behavior that encourages, invites, or suggests other individuals to use the same product. It can occur formally or informally and involve one person or a group. Word of mouth that occurs will significantly increase consumer buying interest. Several studies have found that word of mouth is effective in influencing consumer behavior to be interested in buying property products (Park et al., 2021; Salsabila et al., 2023; Algiffary et al., 2020; Yuan & Peluso, 2021;



Suarantalla, 2023). Word of mouth becomes a reference that shapes consumer expectations, which can increase a person's interest in a product or service.

Word of mouth (WOM) is a powerful marketing tool, the most effective sales booster, and advertising awareness. Many brands have been built almost exclusively by word of mouth. Some studies also stated that word of mouth is significant in developing brand image. Word-of-mouth marketing is a way to engage consumers and encourage them to talk positively with others about products, services, and brands. The existence of positive WOM will be able to create a brand image of a product. Several studies have found that word of mouth effectively improves brand image (Dam, 2020; Gildin, 2022; Hatta, 2020; Wibowo & Setyaningsih, 2021; Savitri & Wibisono, 2022).

Consumers' intention is also influenced by the brand image, which is the key to managing sustainable results that present the uniqueness of a company. Brand image is the brand's perception of the reflection of consumer memory and their associations with the brand. Perceptions encourage companies to strengthen the position of their brands in order to create a positive brand image and firmly plant it in the minds of consumers because, through brand image, consumers can recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from specific product differentiation (Febriani & Sudarwanto, 2023). In this highly competitive environment, brand image is essential to attract consumer interest. A positive brand image can significantly increase consumer interest (Kala & Chaubey, 2018; Agmeka et al., 2019; Sanny et al., 2020; Mao et al., 2020; and Bhandari and Rodgers, 2020). Through brand image, it will make it easier for consumers to choose between two or more alternatives to attract consumer interest.

The property sector is a crucial component in analyzing the economic health of a region or country. The phenomenon that occurs in the property industry in Bali still shows promising developments, with several large property projects underway in Bali, which is different from what happened in several property agent companies. In addition, many studies have discussed how digital marketing and word of mouth affect buying interest with different results. However, studies on the resulting impact of digital marketing and word of mouth on buying interest in property still need to be widely found. So, property agents operating in Bali need to understand their specific role in influencing property purchase intention in this region.

Purchase Intention. According to Priansa (2017), purchase interest relates to consumer plans to buy certain products and the number of product units needed in a certain period. Purchase interest is a stage at which consumers form their choices among several brands included in the set of choices. Finally, purchase the most preferred alternative or the process consumers use to buy a good or service based on various considerations (Pramono, 2012). Purchase interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another (Kotler & Keller, 2016). According to Sangadji and Sopiah (2018), consumer characteristics will affect consumer attitudes in shopping, which can be explained as follows:

1. Demographics: Consumers are grouped by demographics, social class, ethnicity, age, education, income, religion and others.
2. Product purchase preferences are grouped based on purchasing preferences such as family, friends, and reference groups.
3. Consumers' perceptions of product benefits are grouped based on perceived product benefits such as product core benefits and product attributes.
4. Consumer lifestyles are grouped based on health, socialites, city or village, and modern or back-to-nature lifestyles.



The indicators used in measuring buying interest refer to the research of Widiani et al. (2019) as follows:

1. Transactional interest, which is the tendency to buy products.
2. Referential interest, namely the tendency to encourage others to buy the product.
3. Preferential interest, which shows behavior that has a preference for the product.
4. Exploratory interest shows a person's behavior always looking for information about the product of interest and other information supporting its positive characteristics.

Digital Marketing. According to Kotler and Keller (2016), digital marketing is a promotional activity for products using electronic media. Digital marketing is an effort to market a product through the digital world or the Internet. The goal is to reach consumers and potential consumers quickly and on time. According to Tjiptono (2016), digital marketing is a series of strategic activities that develop, market, promote, and price goods and services to target markets using the Internet, such as smartphones. Utilizing digital marketing is a way to make it easier to understand the purpose of communication about digital marketing. Research by Nandini (2021) and Dewi and Indiana (2022) use six indicators in measuring digital marketing as follows:

1. Accessibility is the ability of marketers to provide information related to properties for sale through media that consumers widely use.
2. The ability of property marketers to communicate through the media by answering all consumer questions.
3. Entertainment is the ability of property marketers to provide exciting content.
4. Credibility is the credibility of the property agent who offers the product.
5. Informativeness is the ability of marketers to convey detailed information about the property being sold.
6. Visibility is optimizing the website to get the top ranking in search results.

Research by Bala and Verma (2018) conveyed that digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, direct marketing via email, display advertising, electronic books, optical discs, and games are becoming increasingly advanced creating new opportunities for digital marketers to attract customers through digital platforms. Internet marketing effectiveness is another critical factor in ensuring that online marketing succeeds. Research by Pangkey et al. (2019) conducted on millennial generation online transportation (gojek) consumers in Mataram City found that digital marketing positively affects consumer purchase intentions. Furthermore, research by Raga et al. (2021) concluded that digital marketing positively affects the interest in buying Tegal Dadong Culinary Products in Denpasar Bali. Alwan and Alshurideh's research (2022) examining 254 Jordanian IKEA online shoppers found that digital marketing significantly positively affects purchase intention. Suarantalla (2023) also obtained similar results, stating that digital marketing significantly positively affected the buying interest of MSME consumers in the Sumbawa District.

Digital marketing that is carried out optimally will increase the positive perception of potential consumers and form a strong brand image. Several studies have proven that brand image is influenced by digital marketing methods, including Bilgin's research (2018), which conducted research on 547 brand followers through online surveys distributed on social media using the convenience sampling method in Turkey and found that social media marketing activities affect brand image. Research by Cheung et al. (2019) in China found the influence of social media marketing communication on brands. Sanny et al. (2020) showed that social media marketing significantly impacts brand image. Melovic et al. (2020) researched 172 companies in Montenegro in



Southeast Europe. They found that digital marketing significantly influenced the choice of digital marketing instruments and managers' perceptions of its very low-cost effectiveness. In addition, Savitri and Wibisono (2022) found that social media advertising positively and significantly affects the brand image at the Monokrom Store. Based on this study, the empirical hypothesis proposed is as follows:

H1: Digital marketing has a positive and significant effect on purchase intention

H2: Digital marketing has a positive and significant effect on brand image

Word of Mouth. According to Priansa (2017), word of mouth is a marketing activity that provides consumers with information on a product or service to discuss, promote, and sell a brand to others. According to Kotler and Keller (2016), word of mouth (WOM) is a powerful marketing tool and one of the most effective sales drivers, along with advertising awareness. Some brands have been built almost exclusively by word of mouth. In the traditional view, Sutisna's opinion (2012) is that word-of-mouth communication starts with information conveyed through media, then is informed or captured by opinion leaders with followers and influence. Information captured by opinion leaders is disseminated to their followers through word-of-mouth communication. Even more broadly, the model also includes information guarding as parties involved in the communication process. Based on this explanation, word of mouth is an effort to market a product or service using viral marketing so that consumers talk about, promote, and recommend a product and service to others enthusiastically and voluntarily. Algiffary et al. (2020) measured word of mouth using indicators based on the sender and receiver of the message, namely:

1. Review quantity is the number of reviews heard.
2. Review quality is positive information that can influence.
3. Source credibility is the degree of trust that the recipient gives to the source.
4. Trustworthiness is a person's confidence in the information received.
5. The richness of content is the clarity of the message, such as the language used and the information involved.

Word of mouth that occurs will significantly increase consumer buying interest. The results of research conducted by Park et al. (2021) explain that word of mouth dramatically influences consumer buying interest in luxury products. Salsabila et al. (2023) researched different objects, namely Maybelline products on Gen-Z in Jakarta, finding that word of mouth positively and significantly affects purchase intention. Algiffary et al. (2020), examining the Indonesian people, concluded that word of mouth positively and significantly affects consumer buying interest in Tokopedia e-commerce. Amanda (2022) examined the Shopee application, and Yuan and Peluso (2021) found that word of mouth positively and significantly affects purchase intention among WeChat users in China.

Word-of-mouth marketing finds ways to engage consumers so that they choose to speak positively with others about products, services and brands. Positive WOM will undoubtedly create a brand image for a product. Dam's (2020) research in Vietnam found that brand image positively relates to positive word of mouth. Gildin (2022) reveals that word of mouth has been considered one of the most potent forms of communication in today's market. It is in the interest of organizations to promote positive word of mouth and inhibit negative word of mouth, which can harm the company or brand image. Wibowo and Setyaningsih (2021) found that WOM significantly affects brand image in Surakarta Gacoan Noodle Consumers. Hatta (2020) explained that word of mouth and brand image significantly influenced the 2018 Aisan games. Savitri and Wibisono (2022) stated that word of mouth positively and significantly affects the brand image at the Monokrom Store. Based on these things, a hypothesis is proposed:



H3: Word of Mouth has a positive and significant effect on purchase intention

H4: Word of Mouth has a positive and significant effect on brand image

Brand Image. According to Firmansyah (2019), brand image is a perception of a brand as reflected by brand associations. Brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumer memory. Tjiptono (2016) states that brand image describes consumer associations and beliefs about specific brands. Another opinion by Priansa (2017) is that brand image arises from experience and communication efforts until assessment or development occurs in one or both of these things. Brand images that arise from experience provide an overview of the involvement between consumers and brands. All consumer views and assessments represent consumer beliefs about the brand obtained through consumer information and experiences. Research by Sain (2020) and Yoeliastuti et al. (2021) measured brand image with the following indicators:

1. Reliability is the ability of property agents to offer quality property that suits consumer needs.
2. Attractiveness is the ability of property agents to provide uniqueness to the properties offered to consumers.
3. Reputation is the ability of property agents to offer a positive image of the property that has been sold.
4. Easy to remember is the ability of consumers to remember the name of the property agent to be used.
5. Easy to recognize is the ability of consumers to recognize the form of property from property agents.

According to what strongly influences buying interest, marketing communication is the brand image. A brand image is an image that exists in the minds of consumers of a brand and is usually organized into a meaning. In addition, digital marketing also impacts the increase of a positive brand image because it will provide extensive information via the Internet that can create a positive image that ultimately attracts consumer buying interest. Word of mouth by providing understanding from consumers who have already given to potential consumers about the experiences that these consumers have experienced regarding a product or brand will provide an image of a product. In the end, potential consumers will have an interest in buying.

Research conducted by Kala and Chaubey (2018) found a significant influence between brand image and purchase intention for lifestyle products for consumers in India. Agmeka et al. (2019), with respondents in Jabodetabek who have made purchases at Lazada, a leading e-commerce in Indonesia, found that actual behavior depends on brand reputation and brand image. Sanny et al. (2020) state that the purchase intention of Indonesian men's skincare is influenced by brand image. Similarly, Mao et al. (2020) found that brand image, communication, personality, and identity directly or indirectly explain purchase intention among smartphone users in China. Bhandari and Rodgers (2020) show that brand feedback has a simultaneous positive and negative effect on purchase intention. In addition, Salsabila et al. (2023) state that brand image positively and significantly affects buying interest in Maybelline products for Generation Z in Jakarta. Based on the above, a hypothesis is proposed:

H5: Brand image has a positive and significant effect on purchase intention

H6: Brand image mediates the effect of digital marketing on buying interest

H7: Brand image mediates the effect of word of mouth on buying interest

The research conceptual framework is described as follows.



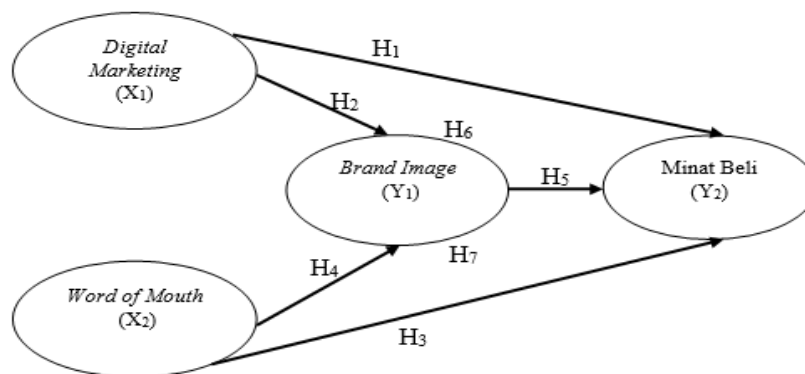


Figure 1. Research Framework

METHODS

The property industry in Bali Province is one of the best property investment destinations in Indonesia, with a reasonably high growth rate in the property industry sector. The population in this study is all consumers interested in buying a property in Bali Province. The criteria set so that respondents can provide accurate answers to questionnaire statements regarding their interest in property in Bali through online media are consumers who have used online media to find information about property with a minimum age of 25 years. Determination of the minimum sample size in this study refers to the Hair et al. (2010) statement by using a sample of at least five times the number of indicators. This study uses 25 indicators with a sample size of 5 times the number of indicators. So, the number of respondents to be taken in the study was 25 indicators x 5, namely 100 tourist respondents who had plans to buy property in Bali Province. The data collection method used was a survey using a questionnaire. Statement items are measured on a Likert scale using five numbers from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique used is inferential analysis to analyze the relationship between the variables studied in this study: e-WOM, experiential marketing, brand image, and purchase intention assisted by Warp PLS 7.0 software.

RESULT AND DISCUSSION

Validity and Reliability Test. The validity test results are shown in Table 1, which shows that the item values generated by each construct have met the standard of convergent validity because the loading factor value is more significant than 0.7, the Average Variance Extracted value of each construct is more significant than 0.5, and the composite reliability value of each construct is above 0.6. It is concluded that the 25 construct indicators used in the study are valid.

Table 1. Parameter Significance Test Results

Construct	Indicator / Item	P value	Loading factor	AVE	CR
Digital Marketing (X1)	X1.1 Easily get an advertisement for one of the property agents	<0.001	0,922	0.800	0.960
	X1.2 Obtaining information quickly from one of the property agents through online media	<0.001	0,909		
	X1.3 Obtaining exciting information about the property from one of the property agents through online media	<0.001	0,906		

Word of Mouth (X2)	X1.4 Get property sales information from one of the trusted property agents through online media	<0.001	0,892		
	X1.5 Get complete information about property sales from one of the property agents through online media	<0.001	0,884		
	X1.6 Easily find a profile of one of the property agents in online media	<0.001	0,852		
	X2.1 The property agent I know gets many testimonials from its customers	<0.001	0,886		
	X2.2 Property agents that I know get positive reviews from their consumers	<0.001	0,845		
Brand Image (Y1)	X2.3 Reviews about the property agent I know are delivered by trusted sources	<0.001	0,944	0.807	0.954
	X2.4 Reviews about one of the property agents I know are reliable	<0.001	0,904		
	X2.5 Reviews about one of the property agents I know contain quite complete information	<0.001	0,909		
	Y1.1 The property agent I know has excellent product quality	<0.001	0,914		
	Y1.2 The property agent I know has many attractive promo programs	<0.001	0,887		
Purchase Intention (Y2)	Y1.3 The property agent I know has a good reputation	<0.001	0,869	0.769	0.943
	Y1.4 The real estate agent I know has a big-name	<0.001	0,850		
	Y1.5 The property agent I know has a property with a uniqueness that is easily recognizable	<0.001	0,863		
	Y2.1 I plan to buy property from an estate agent I know	<0.001	0,878		
	Y2.2 I will buy through the property agent I know compared to other property agents	<0.001	0,899	0.751	0.923
	Y2.3 I will refer a property agent I know to a colleague	<0.001	0,895		
	Y2.4 I will look for more information about through this property agent that I know	<0.001	0,791		

The results of the discriminant validity test in Table 2 show that the root value of AVE ($\sqrt{\text{AVE}}$ or Square root Average Variance Extracted) of digital marketing variables, word of mouth, brand image and purchase intention is greater than the correlation value between variables in the research model. It means that the variables in the study have good discriminant validity.

Table 2. Discriminant Validity Test Results

Construct	AVE	$\sqrt{\text{AVE}}$	Digital Marketing	Word of Mouth	Brand Image	Purchase Intention
Digital Marketing	0.8	0.894				
Word of Mouth	0.807	0.898	0.74			
Brand Image	0.769	0.877	0.776	0.837		
Purchase Intention	0.751	0.867	0.748	0.749	0.817	



Hypothesis Test. The results of the path and significance testing are shown in Table 3. The first test shows that all hypotheses in this study are accepted. Digital marketing positively affects purchase intention, and the relationship is significant at 0.05. Digital marketing positively affects brand image; the relationship is significant at 0.001. Word of mouth positively affects purchase intention, and the relationship is significant at 0.05. Word of mouth positively affects brand image; the relationship is significant at 0.001. Brand image positively affects purchase intention, and the relationship is significant at 0.001.

In mediation testing, it is explained that brand image partially mediates the effect of digital marketing on purchase intention. Tested separately, the effect of digital marketing on purchase intention showed significant results ($p < 0.01$; $\beta = 0.76$). When brand image was included in the model as a mediator, the path coefficient of the effect of digital marketing on purchase intention decreased but remained significant ($p < 0.01$; $\beta = 0.25$). It indicates the partial mediating role of brand image in the relationship. Brand image partially mediates the effect of word of mouth on purchase intention. Tested separately, the effect of word of mouth on purchase intention showed significant results ($p < 0.01$; $\beta = 0.76$). When the brand image was included in the model as a mediator, the path coefficient of the effect of word of mouth on purchase intention decreased but remained significant ($p < 0.02$; $\beta = 0.20$). It indicates the partial mediating role of brand image in the relationship.

The brand image R2 value is 0.752, based on the criteria of Ghozali and Latan (2012). The model includes robust criteria, meaning that variations in digital marketing and word of mouth explain brand images by 75.2 percent, and other variables outside the model explain the remaining 24.5 percent. While buying interest has an R-square value of 0.716 or includes a robust model, meaning that variations in digital marketing, word of mouth, and brand image can explain buying interest by 71.6 percent, the remaining 28.4 percent is explained by variations in other constructs outside the model. While the Q2 value obtained is 0.789, which means that the global model estimation results are included in the decisive criteria, meaning that 78.9 percent of the variation in endogenous constructs can be predicted by the variation in exogenous constructs, the remaining 21.1 percent is influenced by variables outside the research model, meaning that there are still other variables that can affect the interest in buying property in Bali.

Table 3. Hypothesis Test Results

Construct	Path Coefficient	P value	Information
Digital Marketing->Brand Image	0.351	<0.001	Significant
Word of Mouth->Brand Image	0.579	<0.001	Significant
Digital Marketing->Purchase Intention	0.228	0.009	Significant
Word of Mouth-> Purchase Intention	0.173	0.037	Significant
Brand Image-> Purchase Intention	0.505	<0.001	Significant
Digital Marketing -> Brand Image -> Purchase Intention	0,025	<0,001	Partial Mediation
Word of Mouth -> Brand Image -> Purchase Intention	0,020	<0,002	Partial Mediation
R ² Brand Image: 0,752			
R ² Purchase Intention: 0,716			
Q ² : 0,789			

The Effect of Digital Marketing on Purchase Intention. Digital marketing has a significant positive effect on buying interest. It explains that better digital marketing will increase interest in



often see or hear. Digital marketing that is carried out optimally will increase the positive perception of potential consumers and form a strong brand image. Based on the results of the analysis, it is proven that digital marketing positively impacts the brand image of property agents. The descriptive analysis shows that the average obtained by digital marketing is 4.22, meaning that the respondents' perception of digital marketing in the property sector is excellent. It explains that marketers in Bali have utilized digital marketing as a marketing medium to give a positive image to their property agents. On the other hand, this marketing method has a broader reach and low cost.

Several studies have proven that brand image is influenced by digital marketing methods, including research by Bilgin (2018), Cheung et al. (2019), Sanny et al. (2020), Melodic et al. (2020), and Savitri and Wibisono (2022) found that digital marketing has a positive and significant effect on brand image. Marketing through social media will be very effective when marketers can advertise appropriately and routinely, such as using the appropriate profile name and using property keywords and locations, namely Bali, in each ad caption to make it easier for these ads to be searched by consumers. Digital marketing that is utilized consistently and continuously will make it easier for consumers to remember property agents who are the place to market property products owned by marketers; this can be done by creating a good impression through online media, such as creating content that helps consumers in choosing the right property with various recommendations. The amount of information obtained through social media with exciting content will create a positive image related to the agent, ultimately increasing buying interest.

The Effect of Word of Mouth on Purchase Intention. Word of mouth has a significant positive effect on buying interest. It explains that higher word of mouth will increase buying interest in property in Bali. Word of mouth will arise naturally when consumers who have bought a product have a sense of pleasure in the product for satisfaction. It creates behavior that encourages, invites, or suggests other individuals to use the same product. It can occur formally or informally and involve one person or a group. Trusted people will usually convey word of mouth because they have experienced the benefits of a product firsthand. Based on the analysis results, the average word of mouth has a value of 4.07, which is a good category, meaning that respondents get and listen to reviews about property agents in Bali. This review will encourage consumers to be interested in a property. The most impactful factor is the number of testimonials from consumers of property agents that create consumer buying interest. However, what needs to be examined is the indicator of a trusted source and the trust in the property agent who delivered it. When marketers can increase the indicators of each factor forming word of mouth, it will increase buying interest. In line with the theory of planned behavior cons, users will have a desire when there are reasons that encourage them to plan to decide to buy a product or, in this case, buy property.

These results are in line with the results of research conducted by Park et al. (2021), Salsabila et al. (2023), Algiffary et al. (2020), Yuan and Peluso (2021), which found that word of mouth has a positive and significant effect on purchase intention. Marketers at property agents must be able to create more word of mouth by directing consumers to provide reviews and bonuses in the form of materials or merchandise as a thank-you for their willingness so that all who have bought will be willing to comment. Usually, word of mouth will also be conveyed to the closest person so potential customers will have more confidence in the information they receive. Marketers can encourage and provide direction to consumers who have bought to tell their relatives in complete detailed information about products, promotions and services. The positive information received will help create a positive image and ultimately increase consumer buying interest.

The influence of Word of Mouth on Brand Image. Word of mouth has a significant positive effect on brand image. It explains that higher and more positive word of mouth will increase the

consumers that the property agent is of good quality. It can be done by making a rule or standard operational procedure for marketers related to conveying and serving consumers without discriminating against consumers or always providing exemplary service to all consumers without exception. Thus, consistent service will build a positive reputation with its property agents. In addition, any information conveyed must be clear when offering property, and consumers should not feel cheated because there is information that is covered up, which impacts the reputation of the property agent.

Creating a brand image can also be done by forming an easily recognizable uniqueness, which can be done by displaying attractive photos in each advertisement offered with specific color characteristics or by giving a distinctive feature to each property offered, such as the type of fence has a particular ornament when offering housing or focusing on each offer with unique specifications such as selling land in elite locations by only offering properties in particular areas so that consumers will recognize their property agents according to what is offered. Consistency in offering is beneficial in improving brand image, including utilizing digital marketing and creating quality word of mouth.

The Mediating Role of Brand Image on the Effect of Digital Marketing on Purchase Intention. Brand image as partial mediation on the effect of digital marketing on purchase intention. It indicates the partial mediating role of brand image in the effect of digital marketing on the purchase intention of property in Bali. Brand image is an image that exists in the minds of consumers towards a brand, usually organized into a meaning. In addition, digital marketing also impacts increasing a positive brand image because digital marketing will provide extensive information via the Internet that can create a positive image that ultimately attracts consumer buying interest. Digital marketing is the latest tool commonly used to communicate and promote services and products without time, location, and cost restrictions. Today, every company can benefit significantly from digital marketing because everything is connected through the Internet, and the increasing use of social media creates new opportunities for digital marketers to attract consumers through digital platforms. Digital marketing positively impacts building a positive image of a company or product so that, in the end, consumers will remember, making it easier to decide to buy. It is to the results of research conducted by Suarantalla (2023), Maria et al. (2019), Sanny et al. (2020), Raga et al. (2021), and Melovic et al. (2020), which found that word of mouth has a positive and significant effect on purchase intention mediated by brand image.

The Mediating Role of Brand Image on the Effect of Word of Mouth on Purchase Intention. Brand image as partial mediation on the effect of word of mouth on purchase intention. It indicates the partial mediating role of brand image on the effect of word of mouth on the purchase intention of property in Bali. Word of mouth becomes a reference that shapes consumer expectations. Word of mouth will arise naturally when consumers who have bought a product have a sense of pleasure in it for its satisfaction, thus creating behavior that encourages, invites or suggests other individuals to use the same product. It can occur formally or informally and involve one person or a group. Word of mouth will provide an understanding from consumers who have already given to potential consumers regarding the experiences that these consumers have had regarding a product or brand, which will provide an image of a product. In the end, potential consumers will have an interest in buying. So, word of mouth that occurs will significantly increase consumer buying interest when what is conveyed can create a positive image. It is to the results of research conducted by Wibowo and Setyaningsih (2021), (Amerta et al., 2024), Algiffary et al. (2020), Yuan and Peluso (2021), Gildin (2022), and Arnanda (2022) found that word of mouth has a positive and significant effect on purchase intention mediated by brand image.



CONCLUSION

Amid intense Competition in the property industry, especially in Bali, consumer interest is one of the initial strategies to encourage property agents to win the Competition. This study analyzes factors influencing consumer interest in buying property in Bali. The results found that digital marketing significantly positively affects the brand image and interest in buying property in Bali. Word of mouth has a significant positive effect on brand image and interest in buying property in Bali. Brand image has a positive and significant effect on buying interest in property in Bali. In addition, brand image can partially mediate the relationship between digital marketing and word of mouth on buying interest in property in Bali. To increase interest in buying property in Bali, marketers at property agents need to increase the intensity of digital marketing utilization by advertising consistently making a checklist related to the information that must be included in each caption in the advertisement made or in the virtual advertising brochure or by creating advertisements through short videos that show the details of the property offered in real life. In addition, marketers at property agents in Bali are expected to develop a strategy plan to improve the quality of word of mouth by providing maximum service and building good communication with buyers so that buyers are willing to convey their positive experiences to other prospective buyers voluntarily. The limitation of this study is the limited generalizability of the research results in other industries because the unique characteristics of other industries can change the set of factors that influence the interest in buying property in Bali. So, further research is being conducted on factors other than digital marketing and word of mouth to test their influence on buying interest. In addition, qualitative methods can be used to deepen the research results.

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